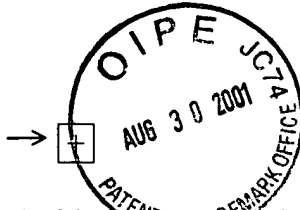


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INFORMATION DISCLOSURE STATEMENT BY APPLICANT

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Sheet 1 of 2

Complete if Known

Application Number	09/921,060
Filing Date	Aug. 2, 2001
First Named Inventor	Steinberg
Group Art Unit	Not known
Examiner Name	Not known
Attorney Docket Number	99997.023404

U.S. PATENT DOCUMENTS

Examiner Initials *	Cite No. ¹	U.S. Patent Document		Name of Patentee or Applicant of Cited Document	Date of Publication of Cited Document MM-DD-YYYY	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number	Kind Code ² (if known)			
		4,954,003		Shea	Sept. 4, 1990	
		5,250,789		Johnsen	Oct. 5, 1993	
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Examiner Initials *	Cite No. ¹	Foreign Patent Document			Name of Patentee or Applicant of Cited Document	Date of Publication of Cited Document MM-DD-YYYY	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear	T _e
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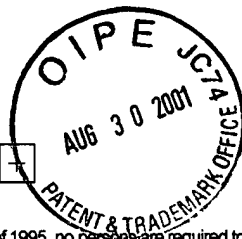
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¹ EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

¹ Unique citation designation number. ² See attached Kinds of U.S. Patent Documents. ³ Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). ⁴ For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. ⁵ Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST. 16 if possible. ⁶ Applicant is to place a check mark here if English language Translation is attached.

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INFORMATION DISCLOSURE STATEMENT BY APPLICANT

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Sheet 2 of 2

Complete if Known

Application Number	09/921060
Filing Date	Aug. 2, 2001
First Named Inventor	Steinberg
Group Art Unit	Not known
Examiner Name	Not known
Attorney Docket Number	99997.023404

OTHER PRIOR ART -- NON PATENT LITERATURE DOCUMENTS

Examiner Initials *	Cite No. ¹	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T ²
	1	BOSWORTH, DAVID, Customers, Marketers love loyalty programs, Web page article, Feb. 26, 2001, pp. 1-3, http://www.strategymag.com/articles/magazine/20010226/sdi-loyaltyoverview.html	
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	6	What is clickrewards?, Web page, no date, http://www.clickrewards.com/about.html	
	7	Netcentives-Loyalty Marketing, Web page, http://www.netcentives.com/solutions/loyaltysolutions.html	

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